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UNITED STATES INTERDEPARTMENTAL SOCIAL HYGIENE BOARD. *Annual Report*, 1921. Pp. 198. Washington: Government Printing Office, 1921.

FUNK, JOHN CLARENCE. *Vice and Health*. Pp. 174. Price, \$1.50. Philadelphia: J. B. Lippincott Company, 1921.

MANGOLD, GEORGE B., PH. D. *Children Born Out of Wedlock: A Sociological Study of Illegitimacy, With Particular Reference to the United States*. Pp. x, 214. Price, \$1.50. Columbia, Missouri: University of Missouri Studies, Volume III, Number 3, Social Science Series, 1921.

The perversion and prostitution of so fundamental a factor in life as the sex impulse, together with the dire consequences, constitute a chapter of appalling horror in the history of human experience. There are at least three major parts to this chapter, indicative of three more or less distinct problems that grow out of the misguidance of this normal physiological function. They are as follows: first, the venereal diseases—a problem of health and sanitation; second, the commercialized aspect—a problem of a highly organized business for exploitation and profit; and third, sexual immorality—a problem of individual conduct. Listed above are three publications, each of which bears primarily upon one of these problems. They are not exactly pleasant reading. But the tragic reality of that which they describe, and the stern necessity of what they prescribe, sharply challenge the thoughtful reader.

During 1918, the year of the influenza epidemic, influenza was the cause of 22 per cent, venereal diseases the cause of 12 per cent, of the days lost on account of sickness by soldiers in the entire American army. Such data serve to explain why the federal government, which first evidenced an interest in this whole field with the passage of the Mann Act in 1910, was led to coöperate actively with certain volunteer civilian organizations in 1916, when American troops were located on the Mexican border, and, finally, to create the Interdepartmental Social Hygiene Board on July 6, 1918, to assume active leadership in the "aggressive intergroup hygiene of the venereal

diseases." The first of the above-mentioned publications is the last annual account of the stewardship of this agency which, despite considerable opposition, has continued to function since the close of the War. The report of its four-fold activities—scientific research, educational research, protective medical measures and protective social measures—is distinctly encouraging, for it promises that, under federal leadership, two of the most dangerous and destructive diseases known to mankind are emerging out of the limbo of quackery and neglect.

The chief source of infection are the professional prostitutes. At least ninety-five per cent of their number, according to various vice commission reports, are venereally diseased. It is with the organized system, of which the prostitute is the visible representative, that Mr. Funk, who is director of the Bureau of Protective Social Measures, Pennsylvania State Department of Health, deals in his book. After briefly summarizing the causes, manifestations, business aspects and results of commercialized vice, he considers what in his judgment are the best social measures for meeting the problem. Good government, law enforcement in local communities, extensive popular sex education—these are the heart of the program suggested. A brief outline of medical and medico-legal measures for the treatment of the venereally diseased is included.

The value of this little book lies not in any contributions to our knowledge of the subject, but in the fact that it is a short, sane and readable summary of the essential facts regarding prostitution, its relation to disease, and what ought to be done in the concrete in every community that wishes to make progress in dealing with the problems involved.

"During the last twenty-five years two books dealing with illegitimacy have been written in the English language." Dr. Mangold has made a valuable contribution to a scant literature on an important social problem. His title, however, is misleading. Not the child born out of wedlock, but rather its unmarried mother is the main object of the author's study. "He is

anxious particularly to present information concerning causes and present methods of treatment" (page ix).

"The causes of illegitimacy," he says (page 184), "are largely the causes of immorality . . . the problem of illegitimacy is therefore similar and yet not identical to that of immorality. . . . It is the belief of the writer that ignorance and low ideals are the chief causes of illegitimacy" (page 41).

Relative to treatment he insists that illegitimacy "cannot be adequately handled except by persons animated with lofty social ideals and trained to work out each individual problem" (page 90). This is just what he does not find. An overwhelming proportion of cases are handled either by commercial agencies whose traffic in infants and exploitation of mothers indicates something far removed from lofty ideals, or by public and private philanthropic agencies whose methods are antiquated, who lack social perspective, and to whom effective case-work is unknown.

The book is a calm setting forth of a depressing situation. The work shows an apt combination of scientific analysis and deep sympathy. There is an excellent bibliography.

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TOSDAL, HARRY R. *Problems in Sales Management*. Pp. 672. Price, \$5.00. Chicago: A. W. Shaw Company, 1921.

Modern business is becoming increasingly conscious of the necessity for a more scientific approach to the problems of distribution. Professor Tosdal's book, entitled *Problems in Sales Management*, consists in an almost exhaustive treatise of the selling history of various businesses throughout the United States. Such topics as the "Location of Sales Headquarters," "Location of Ware Houses," "Sales Departmentalization," "Scope of Research and Planning," "Qualifications of Salesmen," "Selection of Salesmen," "Market Analysis," "Districting Salesmen," "Sales Manual," "Paying Salesmen," etc., are suggestive of the comprehensive grasp of the interrelated problems confronting administrators in their search for principles to meet

the competitive and efficiency demands of modern sales management. Professor Tosdal's analysis of these factors is suggestive of "a method which employs the habit of making decision upon facts and evidence rather than upon guesswork."

Practical problems for student analysis have been selected with a view "to bring out the high spots in sales management and are all based upon the experiences of going concerns."

The arrangement of materials and the problems suggested aim to develop an appreciation of the significance of the functional place of principles in relation to increased efficiency in sales administration. This book in its concrete presentation of actual working situations should be invaluable to present-day sales administrators and executives who have the mental capacity to appreciate the value of utilizing the experiences of others.

Because of its abundance of verifiable material and accuracy of analysis this text should come to have a definite place in the study of modern selling problems. From a university point of view involving instruction, however, its material implies a background much more elemental and fundamental than the writer discloses. In other words, this text is more nearly adapted to graduate students who have had intensive courses in more sciences than psychology. Modern distribution implies physiology, biology, sociology and political science. Administrative sales management will never attain the dignity of professionalism until sales policy is based on the correlated flowering concepts involved in the humanities. The technique of the subjective aspects is more suggestive in this book than a reality. However, Professor Tosdal's mastery of the objective phases of sales management is complete. The future will have as its contribution to the field of distribution that master mind, capable of selling administration, whose outlook is capable of unifying the subjective individual growth concepts with those of objectivity. The correlation of these two processes, the subjective and objective, gives freedom so to create in terms of principles that business organization may function for the common good of consumer, distributor and manufacturer.